

STEP 5: HAVE FUN AND CREATE SPECIAL EVENTS

Special events are your opportunity to add a little something extra to the campaign. Not only do they raise extra funding for United Way, but they can be instrumental in team development and great for company spirit. Use this as an opportunity to further educate your employees about United Way and most importantly, have FUN! Remember, not every special event has to be elaborate.

To have a successful campaign, plan some special events! Please stress that supporting the event is in addition to the individual campaign pledge.



SPECIAL EVENT IDEAS

- Jeans Day During Campaign
- Pumpkin Carving Contest
- 'Thank you!' Breakfast Featuring a Guest Speaker Whose Life Has Been Impacted by United Way
- Golf Tournament or Indoor Golf Course
- Live, Silent or Online Auction
- Lunch and a Movie or Themed Lunches
- Root Beer Floats or Ice Cream Socials
- Chili Cook-Off or Iron Chef Competition
- Texas Hold 'em Tournament
- Executive Car Wash for Employee Groups Who Raise the Most Money
- Talent Show
- Sucker for a Buck
- Auction for Reserved Parking Spots or Executive Valet Service
- Garage or Bake Sale
- Sell Cookbooks and/or Calendars
- E-mail Bingo
- Scavenger Hunt
- Cookout or Company Picnic
- Dunk Tank (Take Bids)
- Sidewalk Chalk Artwork Contest
- Popcorn Fridays
- Potluck Luncheons
- Window Dressings to Support the LIVE UNITED message

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